

**METHOD AND SYSTEM FOR DELIVERING ELECTRONIC COUPONS TO
WIRELESS MOBILE TERMINALS**

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ABSTRACT OF THE DISCLOSURE

A system for distributing electronic coupons includes plural wireless mobile terminals, such as cellular phones or personal digital assistants (PDAs), a customer profile database, and a server capable of accessing the customer profile database and communicating with the wireless mobile terminals over a wireless network. The database stores customer profiles for each of the wireless mobile terminals. The profiles include customer data, such as customer preferences and the current location of each wireless terminal. The server selectively transfers one or more electronic coupons to at least one of the wireless mobile terminals based on a comparison between the customer profiles and seller filtering criteria. A seller interface permits sellers to enter the seller filtering criteria. The filtering criteria can include the physical location of the seller so that coupons are sent only to those wireless terminals at or near the seller's location.

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